

## **CITY OF WICHITA, CITY MANAGER'S OFFICE REQUEST FOR PROPOSALS FOR SOCIAL MEDIA MARKETING SERVICES**

The City of Wichita is seeking a social media consultant to provide assistance in the areas listed below. Please provide information about your agenda/firm as well as the hourly rates for the staff who would be assigned to the City's account. Please include staff resumes (include information regarding years of experience with social media management), three client references, examples of social media campaigns and graphic design samples.

Please provide cost estimates for each of the following categories.

### **Monthly requirements:**

- One in person meeting per month at City Hall - three additional (30 min – 1 hour) weekly phone calls to discuss the activities/campaigns taking place each month.
- Develop campaigns to grow the City of Wichita Facebook and Twitter accounts (and any additional sites we may need to add) and increase public engagement.
- Prepare monthly progress reports on the growth of each City of Wichita social media site and campaign outcomes.
- Assist with monitoring key words and associated discussions
- Create graphics for Facebook ads, posts and sweepstakes
- Assist with posting/tweeting (estimated three hours per month)
- Assist with the management of creating a content calendar for Facebook and Twitter

### **Strategy:**

- Research and prepare a report on how other local governments of similar size are using social media sites.
- Audit City of Wichita Facebook, Twitter and YouTube accounts to determine performance levels and areas for growth and improvement.
- Develop an annual social media strategic plan with input from City of Wichita staff.
- Provide recommendations about whether there are additional social media sites the City should consider (LinkedIn, Instagram, Pinterest etc. etc.).
- Provide recommendations regarding how to make best use of the City of Wichita's cable channel, City7 through video segments on the City's social media sites including YouTube.
- Provide recommendations on blogs
- Provide recommendations on search engine optimization
- Provide recommendations on email lists and email newsletter formats
- Provide recommendations on monitoring sites such as Radian 6.

### **Additional services:**

- Assist with the development of Town Hall meetings on social media sites.
- Create a social media news release template that will be distributed electronically to the media.

- Inform City staff about latest changes with social media sites including Facebook and Twitter
- Provide training for City staff as needed to help staff manage the sites (provide hourly training rate)
- May be asked to present reports to Management/Department Directors or other communications staff members (please include time to develop the report/PowerPoint presentation and present during a 30 minute meeting)
- May be asked to develop a strategy for as many as seven City of Wichita City Council District Facebook pages. Please also include a two hour training session for Council Members.
- May be asked to provide recommendations regarding other City of Wichita departmental social media accounts. (This is not expected to exceed two hours per month. Many months there may not be requests for assistance/recommendations).

#### **Additional Requirements:**

- Must have knowledge of rules and regulations for social media sites.
- Must have a proven track record of success with social media campaigns and site management.
- Must read and become familiar with and abide by the City of Wichita's Social Media Policy and Standard Operating Procedures.

#### **Criteria:**

The following criteria will include but not limited to be used to select a social media consultant for the City of Wichita.

Has at least two years of experience or in managing social media sites for government organizations, nonprofits and/or businesses.

Provided three references for similar social media campaigns/projects.

Demonstrated staff's ability to meet the time requirements needed to assist with the City's social media efforts including the ability to attend at least one meeting per month and be available for weekly phone calls.

Demonstrated a track record of success in developing strategic social media plans and campaigns to increase engagement, likes and followers. Provide at least two campaigns performed for previous clients.

Demonstrate knowledge and experience using Facebook, Twitter, Pinterest, Instagram and LinkedIn. Must provide details on efforts to stay current with the latest social media site trends, developments and policy changes.

Must explain how the staff will measure campaign success and the process that will be used to provide monthly reports. Provide sample report template.

Must own graphic design software and demonstrate the ability to produce high quality, professional graphic design work. Provide at least two examples of graphic design work.

**Terms:**

The successful bidder will be required to enter into a contract with the City of Wichita for a period of one (1) year with an option to renew the contract under the same terms and conditions for an additional four (4) successive (1) one-year periods by mutual agreement of both parties. This contract will be subject to cancellation upon thirty (30) days written notice by the City of Wichita.

**Submission Of Proposal:**

One (1) original and six (6) copies of the Consultant's proposals shall be submitted to Melinda Walker, Purchasing Manager, 455 North Main, 12th Floor, Wichita, KS 67202 prior to **4:00 p.m., Friday, August 23, 2013.**

**General Issues:**

- The City of Wichita intends to select the best qualified Consultant that will serve the interests of the public, and the City of Wichita. The City of Wichita reserves the right to make an award on the basis of the greatest benefit of services received, and not necessarily on the lowest price
- The City reserves the right to amend the RFP prior to the due date of responses. If it becomes necessary to revise any part of the RFP, an addendum shall be provided to all Consultants who have requested a copy of the RFP and will be available on the City of Wichita V-Gov website, <http://ep.wichita.gov>.
- The cost of developing and submitting the proposal is entirely the responsibility of the Consultants. This includes costs to determine the nature of this engagement, preparation of the proposal, submitting the proposal, negotiating for the contract, and any other costs associated with the RFP. All responses will become the property of the City of Wichita and will be a matter of public record subsequent to award of the contract or rejection of all proposals
- By submission of a proposal, the Consultant agrees they and/or their subcontractors have not (or will not) employed or retained for a commission, percentage, brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for the Agency) to solicit or secure the project.

- Any or all Consultants may be required to appear before the City of Wichita to explain the Consultant's understanding and approach to the project and/or respond to any questions from the City of Wichita concerning the proposal submitted
- During the evaluation process, the City of Wichita may request additional information or clarification from submitting Consultants, or allow corrections to omissions.
- The City of Wichita reserves the rights to reject any or all proposals or to select any, in whole or in part, if deemed to be in the best interest of the City to do so.
- By submission of a Proposal, the Contractor agrees that it does not have any conflict of interest with regard to any officer or employee of the companies involved with the City of Wichita.
- Before a contract is executed the Consultant must have on file with the City of Wichita an approved Equal Employment Opportunity/Affirmative Action Plan.
- The City of Wichita reserves the right to negotiate separately with any Consultant after the opening of proposals when such action is considered in its best interest. Subsequent contract negotiations may be conducted, but such negotiations will not constitute acceptance, rejection, or a counter offer on the part of the City of Wichita.
- Both parties hereto, in the performance of the contract resulting from this RFP, will be acting in an individual capacity and not as agents, employees, partners, joint ventures or associates of one another. The employees or agents of one party shall not be deemed or construed to be the employees or agents of the other party for any purpose whatsoever.

For questions regarding Scope of Services contact:

Lauragail Locke, Marketing Manager

Phone: 316-268-4351

Email: [llocke@wichita.gov](mailto:llocke@wichita.gov)

For questions regarding Proposal Submission contact:

Jason Brogden, Buyer

Phone: 316-268-4429

Email: [jbrogden@wichita.gov](mailto:jbrogden@wichita.gov)